



**CITY OF HAYWARD**  
**AGENDA REPORT**

AGENDA DATE 07/15/03  
AGENDA ITEM 4  
WORK SESSION ITEM       

**TO:** Mayor and City Council  
**FROM:** Director of Community and Economic Development  
**SUBJECT:** Health Insurance Outreach Agreement with St. Rose Hospital

**RECOMMENDATION:**

It is recommended that the City Council adopt the attached resolution authorizing the City Manager to execute an Agreement with St. Rose Hospital to implement the Hayward Health Insurance Outreach Program.

**BACKGROUND:**

The City Council allocated \$75,000 of Category B Social Services funding to implement a coordinated campaign designed to help low-income Hayward families obtain no/low cost health insurance. In order to design an effective campaign strategy, City staff convened a multi-agency task force named the Hayward Health Insurance Outreach and Education Work Group (Work Group).

Based on the deliberations of the Work Group it was determined that, in addition to outreach services, someone with an expertise in the area of health insurance is needed to assist applicants and follow-up with enrolled families to make sure that they utilize and maintain their insurance policies. It was determined this could be achieved by contracting with a community-based service organization that serves low-income Hayward residents. It was felt that such organization will need to be knowledgeable about the variety of health insurance products that are available, provide assistance to families in applying for health insurance, and serve as a resource to case managers who work with uninsured low-income Hayward families to help them better serve their clients.

Staff will continue to call upon the assistance of the Work Group to be certain the needs of uninsured low-income families in the Hayward community will be addressed. While the City's one-time only Category B funds can be used to "seed" this project, a plan will need to be developed during this first year in order to obtain funds that will support this effort on an on-going basis.

Many community agencies serving Hayward indicated an interest and willingness to collaborate in this effort; however, none put forth (until recently) a concrete proposal to be the lead on this project. In late May 2003, St. Rose Hospital submitted a proposal in which they offered to be the lead in carrying out outreach activities as well as provide hands-on support to applicants and follow-up services to enrolled low-income Hayward families.


During the first year, the project objectives proposed by St. Rose are:

1. To help a minimum of 250 uninsured low-income Hayward residents obtain affordable health insurance.
2. To help, as needed, a minimum of 250 enrolled individuals to consistently and appropriately use their health care benefits during the project period.
3. To help, as needed, a minimum of 250 enrolled individuals to maintain health insurance coverage for at least one year.

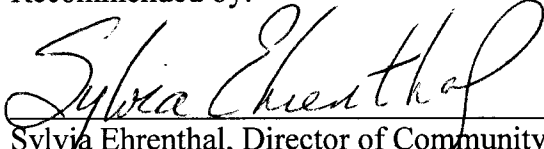
Because many uninsured low-income Hayward families have children who attend HUSD schools, St. Rose proposes to coordinate much of its outreach activities with the Hayward Unified School District (HUSD). The Interim Superintendent has indicated a strong interest in supporting this effort. To be most effective, the schools that would be initially targeted for outreach and support (because they serve high numbers of low-income Hayward residents) include, but are not limited to: Shepard, Tyrrell, Glassbrook, Ruus, Burbank, Longwood, and John Muir elementary schools, Caesar Chavez Middle School, and Tennyson and Brenkwitz High Schools.

It is recommended that the City contract with St. Rose Hospital to implement this project. St. Rose is requesting that the City contribute \$73,000 to pay for the salary of a full-time Outreach Specialist position, for outreach campaign related expenses, and for a small portion of the project's administration during the first year of the project. St. Rose proposes to pay for the Outreach Specialist's benefits, for the salary and benefits of an additional Community Liaison position, and for the project's overhead, supplies and materials, and other capital expenses during this same period. St. Rose is also committed to developing the financial resources needed to fully support the project beyond the first year.

Prepared by:

  
David Korth  
Social Services Planning Manager

Recommended by:

  
Sylvia Ehrental, Director of Community  
and Economic Development

Approved by:

  
Jesús Armas, City Manager

Resolution

# DRAFT

HAYWARD CITY COUNCIL

RESOLUTION NO. 03-\_\_\_\_\_

Introduced by Council Member \_\_\_\_\_

*mal*  
*2/9/03*

RESOLUTION AUTHORIZING THE EXECUTIVE  
DIRECTOR TO EXECUTE AN AGREEMENT WITH ST.  
ROSE HOSPITAL TO IMPLEMENT THE HAYWARD  
HEALTH INSURANCE OUTREACH PROGRAM

BE IT RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized and directed to negotiate and execute on behalf of the City of Hayward an agreement between the City of Hayward and the St. Rose Hospital to implement the Hayward Health Insurance Outreach Program, in an amount not to exceed \$73,000, in a form to be approved by the City Attorney.

IN COUNCIL, HAYWARD, CALIFORNIA \_\_\_\_\_, 2003

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:

MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST: \_\_\_\_\_  
City Clerk of the City of Hayward

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney of the City of Hayward